



## Logo Elements

The MI Top 10 Logo has three elements - two symbols and a wordmark. The symbols abstract road design within the word “Top” and the orange bar containing a silhouette of a child reading. The wordmark is the corresponding type. There is only a horizontal version of this logo. These elements must be used together, and may not be separated or altered.

## Font

The wordmark uses the font Forgotten Futurist. You should not in any case recreate the wordmark typographically - always use the official logo obtained from the MDE’s Office of Strategic Planning and Implementation.

## Logo Color

The logo may appear in only three color choices - full color; black and white, or grayscale. The color logo is 4-color process but does use specific Pantone Matching System (PMS) colors. CMYK Red is also used in the logo. Do not use any other colors in presenting the logo or alter these color selections in any way - such as incorporating a tint, a fade or other devices.



Color Logo



Black & White Logo



Grayscale Logo

## Logo Use Guidelines

For more information regarding Michigan’s Top 10 Strategic Education Plan logo, please contact MDE’s Office of Strategic Planning and Implementation.

### Minimum Size

The logo must always be displayed at a size large enough to read both the wordmark and the symbol. This will vary based on the resolution of the medium it is being used in - but as a general rule the logo should be no smaller than 1.25 inches wide.

### Clear Space

It is critical to maintain an open area surrounding the Top 10 logo so it remains recognizable and does not become lost in other page elements.

### Rotation/Orientation

At all times, use of the logo device in its normal horizontal orientation is preferred. You may not rotate any logo which consists of the logo wordmark and symbol.

### Background

The logo can be used on a black or solid color background. When used on a colored background, you must use the logo labeled MI Top 10 Logo-REV.eps.



Reversed Logo

### Logo Types

The MI Top 10 Logo package contains versions of the logo for use across various mediums.

#### For Web Use (.jpg format)

Joint Photographic Experts Group (JPEG or JPG) format is most commonly used for graphic images on the web.

#### For Commercial Printing Use (.eps format)

Logos formatted in Encapsulated PostScript (EPS) produce the sharpest and cleanest reproductions for commercial printing purposes.

### Alt Text

The alternate text (a text description that is added to the image’s HTML tag on a web page) for the MI Top 10 Logo should read “Michigan’s Top 10 Strategic Education Plan.”